

Dienger, Whitney

5e135

From: Jacobs, Sarah
Sent: Thursday, September 13, 2012 4:20 PM
To: Dienger, Whitney
Subject: RE: Protect Your Vote Ohio - WKRC mkgds
OK

From: Dienger, Whitney
Sent: Thursday, September 13, 2012 4:19 PM
To: Jacobs, Sarah
Subject: RE: Protect Your Vote Ohio - WKRC mkgds

Since Tue 10p-11p is really 9-11p (the encore of the 2-hour finale), I booked under the special inv code, but restricted it to 10p-11p and the NCIS LA program. Okay?
If so, it is ready to approve.

Whitney Dienger
Executive Assistant · WKRC-TV · EKRC-TV
1906 Highland Avenue · Cincinnati, OH 45219-3104
phone: 513-763-5544 | fax: 513-763-5562
E-mail : wdienger@local12.com

From: Jacobs, Sarah
Sent: Thursday, September 13, 2012 2:57 PM
To: Dienger, Whitney
Subject: FW: Protect Your Vote Ohio - WKRC mkgds

MKGD offered:
2x M-F 630-7am @ \$1100 each (9/17 & 9/18) P1
2x M-F 8-9am @ \$700 each (9/17 & 9/18) P1
Tues 10-11p @ \$6000 P1
1x 430-5pm 9/17 @ \$1800 P1
Total \$11,400

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Thursday, September 13, 2012 2:54 PM
To: Jacobs, Sarah
Subject: RE: Protect Your Vote Ohio - WKRC mkgds

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Thursday, September 13, 2012 2:54 PM
To: Whitney Eversole
Subject: Protect Your Vote Ohio - WKRC mkgds
Importance: High

The following spots are missed 9/13 & 9/14 due to late arriving copy:

2x 6-630am @\$1100 each
2x 7-8am @\$700 each
1x 530-6p @\$1900
1x 6-630p @\$2000
2x Sat 6pm @850 each (n/a due football)
1x 11-1135pm @\$2200
Total \$11,400

MKGD offered:

2x M-F 630-7am @\$1100 each (9/17 & 9/18)
2x M-F 8-9am @\$700 each (9/17 & 9/18)
Tues 10-11p @\$6000
1x 430-5pm 9/17 @\$1800
Total \$11,400

I do have an AFC spot left Sunday 9/17, but the rate is \$9000...if you prefer that, I can revise this mkgd package.

Please confirm approval.

(also, FYI Sat 6pm news is not available most weeks between now and the election since we have SEC and some Big East)

Thanks

SAJ

Sarah Jacobs

Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

ORDER

2021

LOCAL / 2

Local 12 WKRC-TV
LSM LSM
CVG
Local

Strategic Media Placement

Buying Contact:
Billing Contact:

7669 Stagers Loop
Delaware, OH 43015

Advertiser

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|-------------|----------------|---------|--------------|-------------|--------|
| 08/27/12 | 09/22/12 | 42 | \$68,300.00 | \$58,055.00 | September 2012 | 42 | \$68,300.00 | \$58,055.00 | 0.00 |
| | | | | | Totals | 42 | \$68,300.00 | \$58,055.00 | 0.00 |

| Account Executives | | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--|--------------|--------------|-------------------------------|---------|
| Account Executive | | | | Start Of Order - End Of Order | 100% |
| SM SM | | | | | |

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| Competitive Share | | Share | Total |
|-------------------|------|-------|--------------|
| EKRC | | 0% | \$0.00 |
| UNKWN | | 0% | \$0.00 |
| WCPO | | 20% | \$33,317.07 |
| WLWT | | 20% | \$33,317.07 |
| WSTR | | 4% | \$6,663.41 |
| WXYX | | 15% | \$21,087.80 |
| Market | 100% | | \$166,585.37 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|----------------------------|-------------------|----------------|----------|------|------------|------|------|-----|------|------------|--------|
| 1 | WKRC | 09/17/12 | 09/21/12 | 6a Good Morn Cincinnati CM | 6:00 AM-6:30 AM | 11111-- | :30 | 5 | \$1,100.00 | P-1 | 0.00 | NM | 5 | \$5,500.00 | |
| | | | | 6a Good Morn Cincinnati | (6:00 AM-6:30 AM) | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| | | Week: | 09/17/12 | 11111-- | 5 | \$1,100.00 | 0.00 | | | | | | | | |
| 2 | WKRC | 09/17/12 | 09/21/12 | CBS This Morning CM | 7:00 AM-8:00 AM | 11111-- | :30 | 5 | \$700.00 | P-1 | 0.00 | NM | 5 | \$3,500.00 | |
| | | | | CBS Morning News | (7:00 AM-8:00 AM) | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| | | Week: | 09/17/12 | 11111-- | 5 | \$700.00 | 0.00 | | | | | | | | |
| 3 | WKRC | 09/15/12 | 09/22/12 | 6a-8a Local 12 News Sac CM | 7:00 AM-8:00 AM | -----1- | :30 | 1 | \$650.00 | P-1 | 0.00 | NM | 2 | \$1,300.00 | |
| | | | | 6a-8a Local 12 News Sat | (7:00 AM-8:00 AM) | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| | | Week: | 09/10/12 | -----1- | 1 | \$650.00 | 0.00 | | | | | | | | |
| | | | | 09/16/12 | -----1- | 1 | \$650.00 | 0.00 | | | | | | | |
| | | | | 09/23/12 | -----1- | 1 | \$650.00 | 0.00 | | | | | | | |

